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Message Text

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21
ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 IO-10 FEA-01 AGR-10 CEA-01

CIAE-00 COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05

L-03 LAB-04 NSAE-00 NSC-05 PA-02 AID-05 CIEP-02 SS-15

STR-04 TAR-01 TRSE-00 USIA-15 PRS-01 SP-02 OMB-01

XMB-04 /119 W
---------- 108039
R 192155Z DEC 75
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 1981
INFO USDEL MTN GENEVA

UNCLAS MEXICO 11261

E.O. 11652: N/A
TAGS: ETRD,MTN, MX
SUBJ: QUOTA FOR AMERICAN WINES

RF: MEXICO 8231; MEXICO 11181

1. ON DEC. 18 EMBASSY HAD ANOTHER FOLLOW-UP SESSION WITH FRANCISCO LOPEZ BARRAGAN, EXECUTIVE ASSISTANT TO UNDERSECRETARY OF COMMERCE MENDOZA BERRUETA TO INQUIRE INTO STATUS UST'S REQUEST FOR US. WINE QUOTA MADE ON JUNE 24, 1975. LOPEZ BARRAGAN INDICATED THAT REPLY WOULD HAVE TO AWAIT RETURN OF UNDERSECRETARY FROM CIEC MEETING IN PARIS BUT THAT IT WOULD BE FORTHCOMING "BY JAN 15 AT THE LATEST". MOREOVER HE INDICATED THAT RESPONSE "WOULD ALMOST CERTAINLY BE AFFIRMATIVE BUT AMOUNT OF QUOTA STILL IN QUESTION".

2. LOOPEZ BARRAGAN EXPLAINED THAT DELAY IN RESPONSE WAS DUE TO NEAR PARALYSIS IN IMPORT DECISIONS RESULTING FROM ACROSS THE BOARD AUSTERITY RESTRICTIONS INSTITUTED ON JULY 14 AND AUGUST 28 (SEE MEXICO 6258 AND MEXICO A-340). SECRETARIAT OF INDUSTRY AND COMMERCE HAS UNDERTAKEN COMPLETE REVIEW OF
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ALL "NON-ESSENTIAL LUXURY IMPORTS" WHICH INCLUDES WINES

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AND ALCOHOLIC BEVERAGES. GOM WOULD LIKE TO PROHIBIT ALL
IMPORTS OF WINE AND LIQUORS BUT IS AWARE THAT SUCH A MEASURE
WOULD ONLY LEAD TO RAPID RISE IN CONTRABAND. GOM WILL
DEFINITELY NOT PERMIT ANY INCREASES IN GLOBAL QUOTAS
FOR THESE PRODUCTS IN CY 1976. CONSIDERING MEXICO'S
HUGE TRADE DEFICIT, EMBASSY IS IN NO POSITION
TO OPPOSE THIS DECISION. EMBASSY WILL CONTINUE TO INSIST,
HOWEVER, THAT MEXICO MUST GRANT US. EQUAL ACCESS TO MARKET
AS LONG AS IMPORTS OF WINE FROM ANY SOURCE CONTINUE.
EMBASSY HAS CONTINUED TO POINT OUT TO APPROPRIATE OFFICIALS
THAT US. PRODUCERS ARE WELL AWARE OF MEXICAN EXPORTS OF
WINE, BEER, AND TEQUILA TO US. AND HAVE DIFFICULTY IN
RECONCILING THIS LIBERAL ACCESS WITH BARRIERS AGAINST
THEIR OWN PRODUCTS INTO MEXICO.

3. IN SEPARATE CONVERSATIONS WITH ECON COUNSELOR, ABEL
GARRIDO (MEXDEL TO MTN TALKS), HAS STATED THAT THERE IS
NO NEED FOR SPECIFIC QUOTA FOR US. WINES AND THAT IF
IMPORTERS REQUEST IMPORT PERMITS FOR AMERICAN WINES
AGAINST THEIR GLOBAL ALLOCATIONS THESE WILL BE GRANTED.
EMBASSY HAS CHECKED WITH MAJOR WINE IMPORTERS WHO INSIST
THAT, IN ABSENCE OF SPECIFIC INSTRUCTION FROM UNDERSECRETARY
OF COMMERCE, DIRECTOR GENERAL OF COMMERCE WILL NOT GRANT
IMPORT PERMITS FOR US. WINES. APPARENTLY, DE FACTO
SITUATION IS AT VARIANCE WITH GOM IMPORT POLICY ON WINE.
EMBASSY WILL ASK MENDOZA BERRUETO TO SEND MEMORANDUM TO
DIRECTOR GENERAL INSTRUCTING HIM TO HONOR VOLUNTARY REQUESTS
FOR US. WINE IMPORT PERMITS, SHOULD UNDERSECRETARY ALSO
ALLEGE THAT THERE IS NO NEED FOR A SPECIFIC QUOTA ALLO-
CATION. EMBASSY WILL BE PRESSING HARD TO OBTAIN DEFINITIVE
RESOLUTION THIS QUESTION DURING NEXT THREE WEEKS. WILL
INFORMED OF DEVELOPMENTS.

4. CONCURRENT WITH PRESSURE ON GOM FOR QUOTA, EMBASSY
CONTINUES TO ASSIST US. WINE PRODUCERS LOCATE SUITABLE
AND QUALIFIED MEXICAN IMPORTER/DISTRIBUTORS. IN THIS
WAY,. US. PRODUCERS WILL BE ABLE TO TAKE PROMPT ADVANTAGE
OF EXPORT OPPORTUNITIES AS SOON AS DECISION REACHED BY
GOM.
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Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Concepts: IMPORT QUOTAS, WINES, NEGOTIATIONS
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Copy: SINGLE
Draft Date: 19 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Number: 1975MEXICO11261
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Drafter: n/a
Enclosure: n/a
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Errors: N/A
Film Number: D750443-0256
From: MEXICO
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1975/newtext/t19751224/aaaaauvh.tel
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TAGS: ETRD, MX
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